

tl;dr, I'd like to abolish the consumer class

*Northside, dead eyes*

*All charades go on forever*

You find these people around the internet, and they believe that by consuming, they are doing good. That they are fulfilling their role in society. *They identify as consumer.* It's not entirely their fault, companies train them to act this way.

This is not an argument against consumption, this is an argument against consumption as a moral good to take pride in. And shame for companies who try to position their product like that.

---

There used to be a great subreddit [r/consumeproduct](#) that would mock these people, but of course, since putting an ad for a Lord of the Rings lego set next to a post mocking adults showing off their Lord of the Rings lego set wasn't a good look for reddit, it had to go. It was "promoting hate"

It was reborn on a more right wing reddit alternative, but nothing on these alternative platforms is ever nuanced, and it gets covered in whatever the current conservative 2 minutes hate is. Is the culture of mocking consoomers dead?

---

If I were a real blogger, I'd probably put time into figuring out where their people come from. What jobs they have. When this class identity began to form.

I think it was Adorno who wrote on this. The [Pepsi Generation](#) of 1963. This is the real identity politics. Which soda brand you identify with. Which political party you identify with. Capeshit or wandshit.

This needs to be stopped. How many advertising executives would we have to hang before it does? It's so disgusting; I wish I could express better the sickening feeling I have. Ads make me want to vomit. Retching. I have to look away. It's gotten so bad. WHO CAN WATCH THIS SHIT AND BE LIKE OH I IDENTIFY AS A PEPSI GENERATION MOTHERFUCKER

---